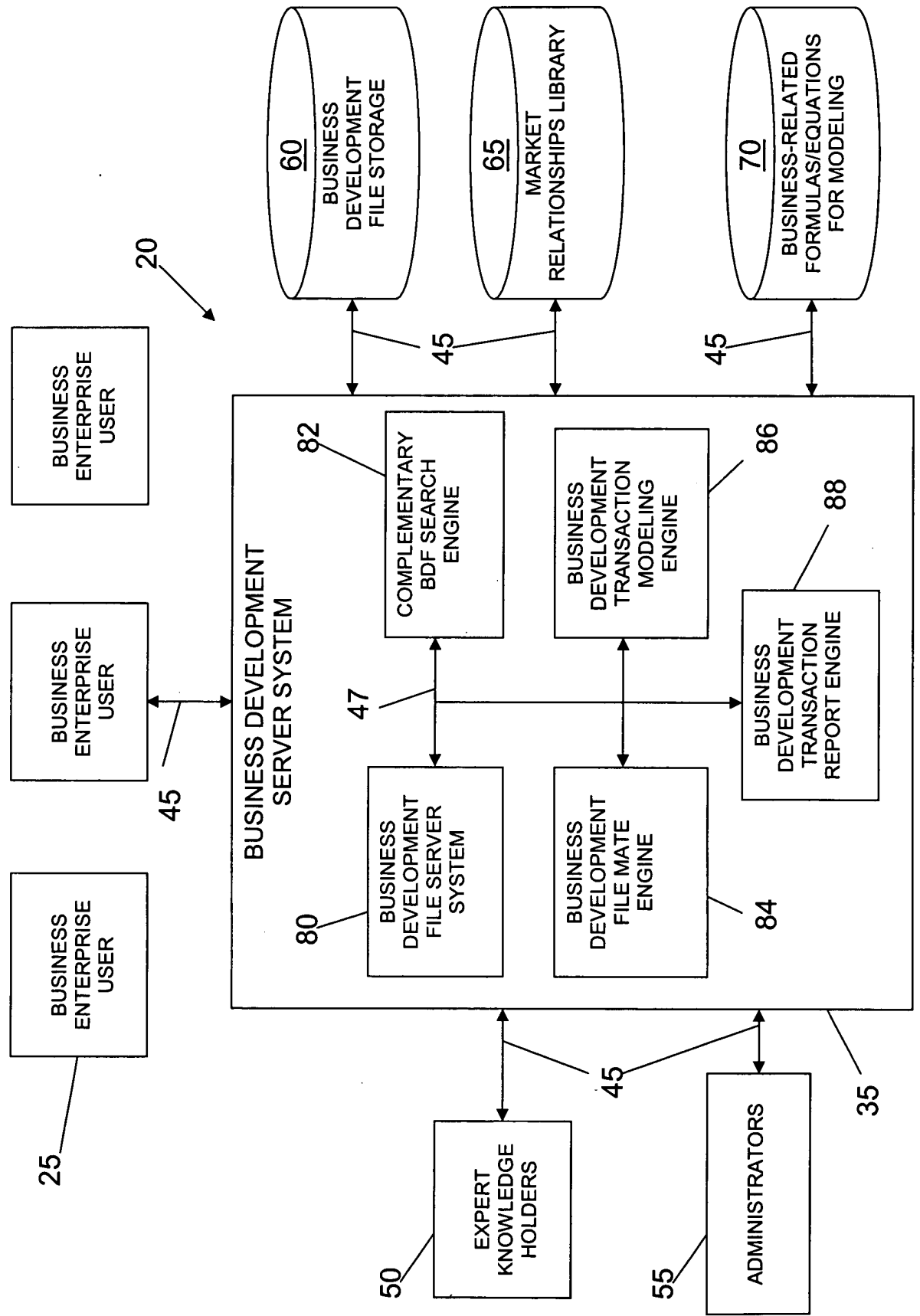


Figure 1



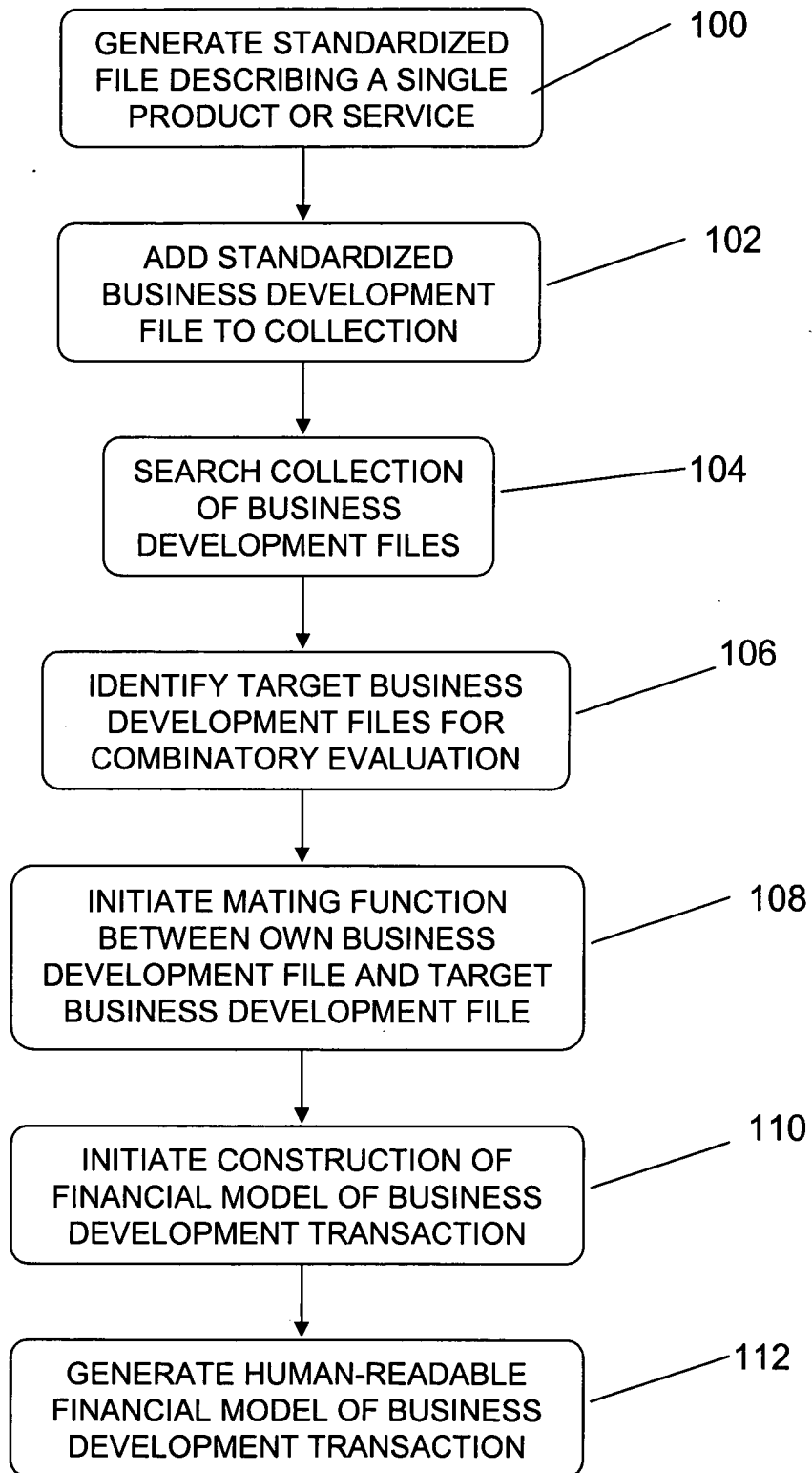


Figure 2

Please Login

Login:

Password:



10

Figure 3

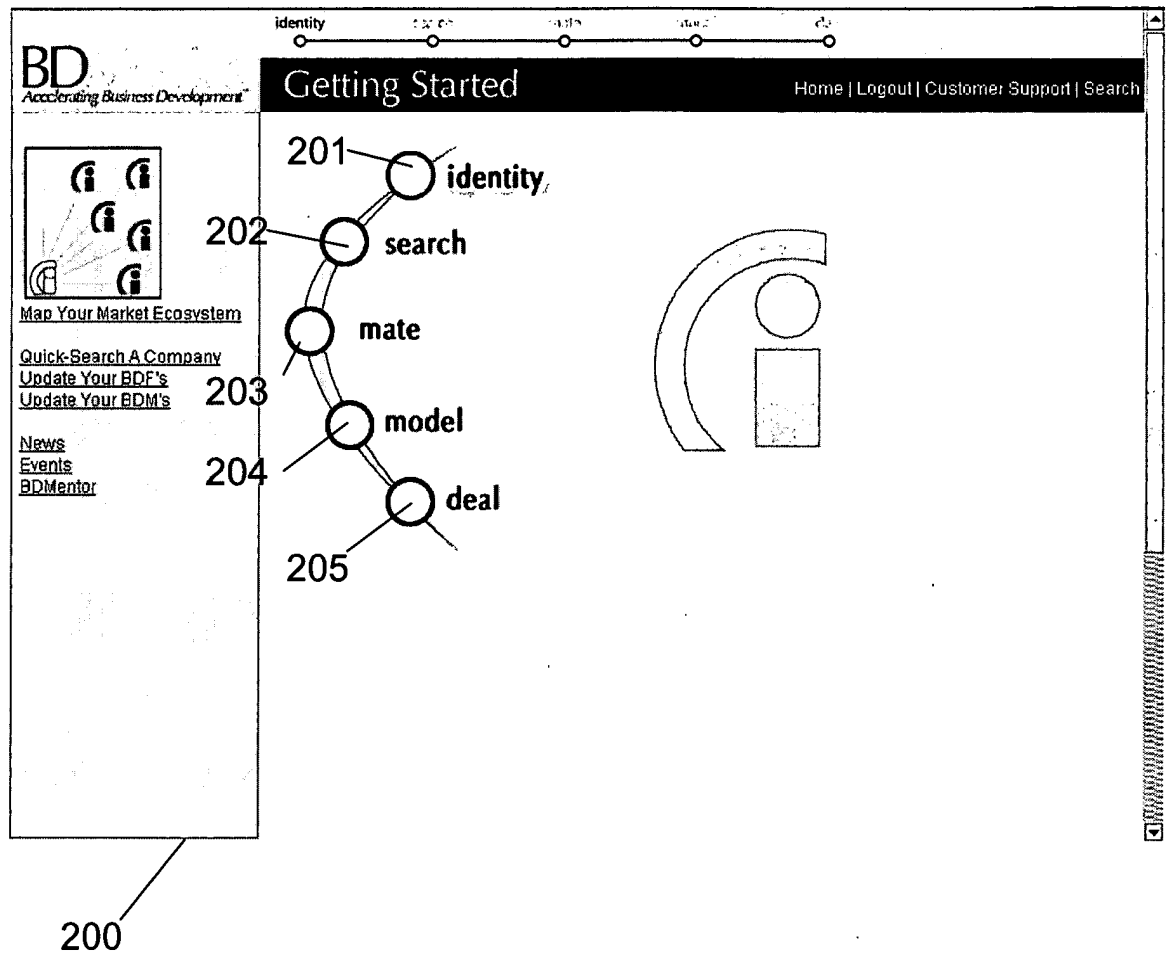


Figure 4

BD

Accelerating Business Development

identity

Product Description

Home | Logout | Customer Support | Search

Identity Questions

1. Product Description

2. Market Description

3. Sales Description

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Next>>

1. What is the name of your product?

P3

2. Select product type:

Software

3. Enter the core competencies for:

Project management, streamlining project lifecycles, optimizing resource allocation, new product design management, software development.

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Figure 5

BD

Accelerating Business Development

Identity

Market Description

Home | Logout | Customer Support | Search

Identity Questions

✓ 1. Product Description

Ⓢ 2. Market Description

3. Sales Description

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Project Management

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Project Scheduling

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Engineering Scheduling

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North America

10

South America

20

Europe

10

Asia

7

Australia

10

Middle East

3

Africa

226

10

OEM

5

Consumer

70

Corporate End User

3

Mid-Market

7

Government

5

Small Office/Home Office

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Figure 6

BD

Accelerating Business Development

Identity

Search

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Modify

Clear

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Identity Questions

✓ 1. Product Description

✓ 2. Market Description

Ⓢ 3. Sales Description

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Next>>

1. What is the total market potential for P3 measured in units sold?

275000

2. How do you typically quote for the sale of P3?

Perpetual License

3. What is the average sales cycle (in months) to sell P3?

5

4. Enter the % of last year's sales sold through the following channels: (must=100%)?

80 Direct

20 Indirect

5. How many quota-carrying sales people sell for P3 your company?

47

6. What is the number of direct competitors you have for P3?

4

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Figure 7

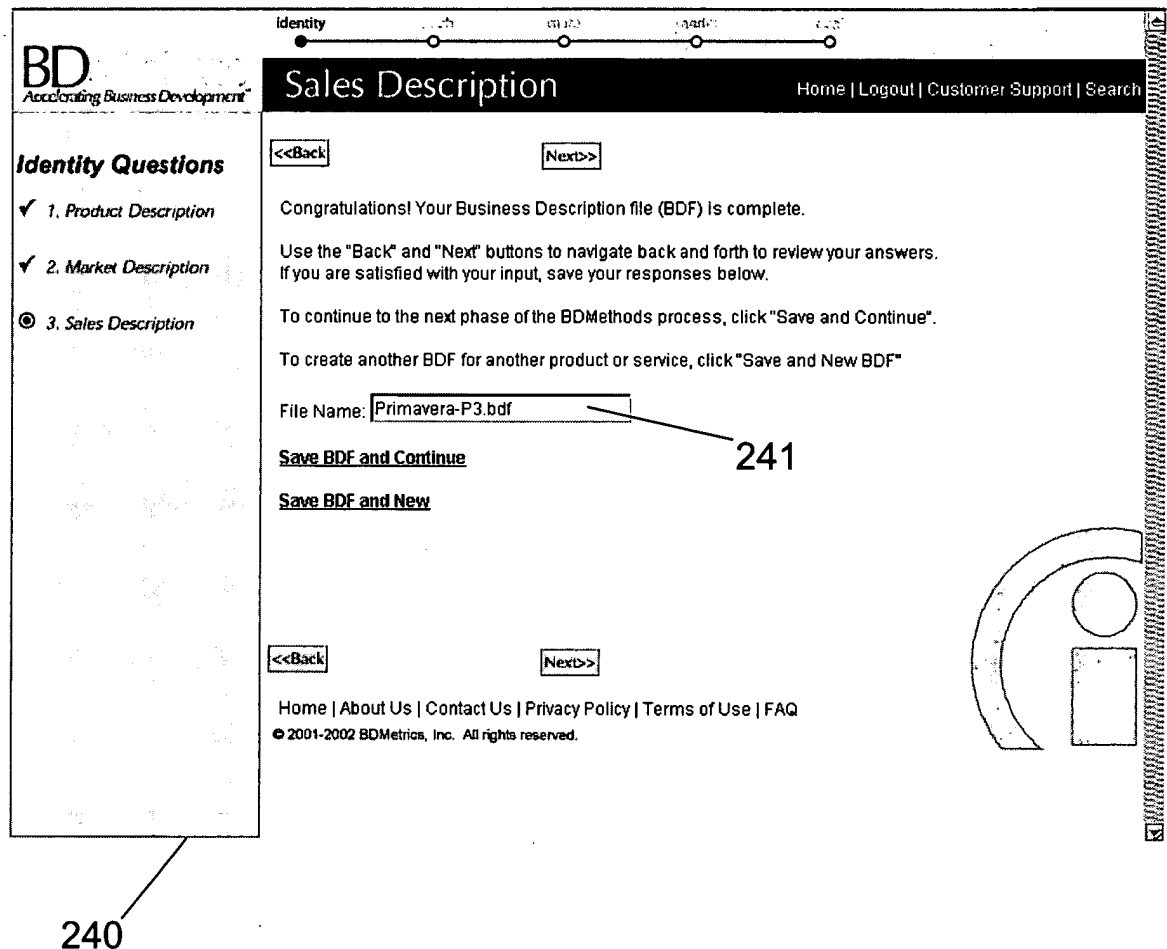


Figure 8

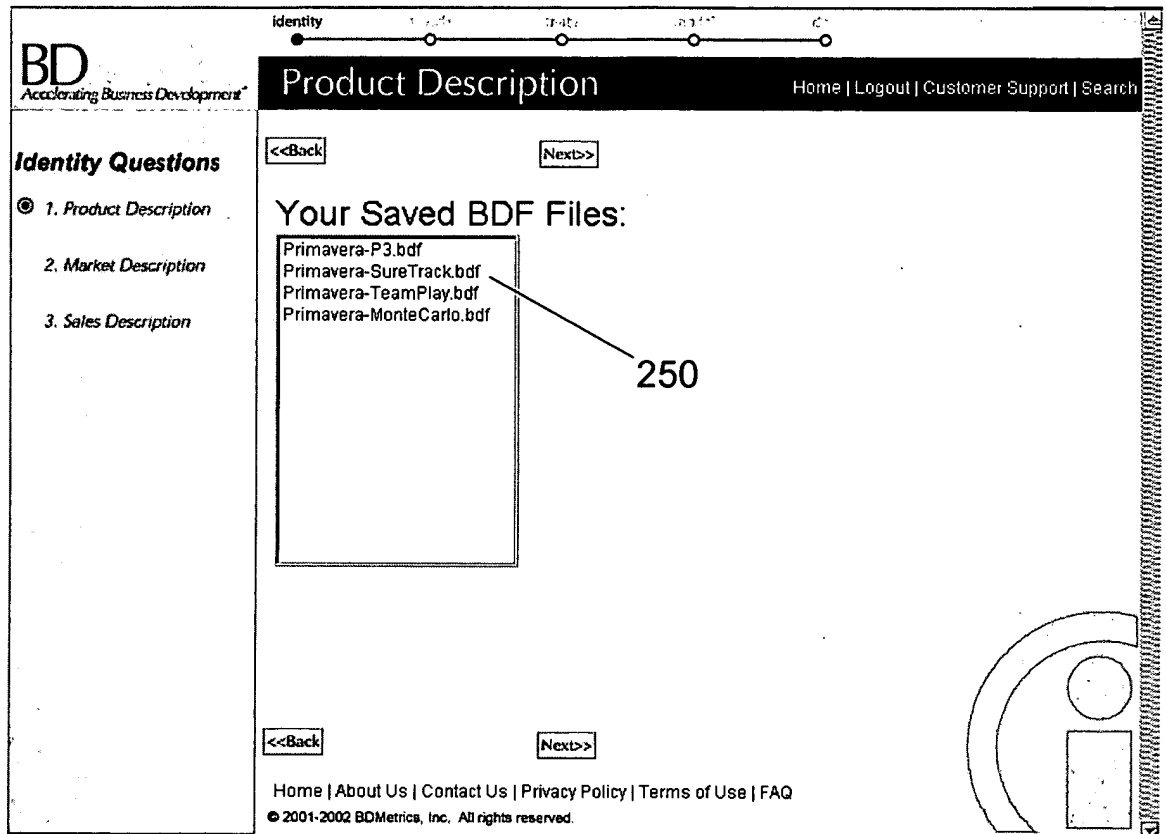


Figure 9

BDMetrics - Accelerating Business Development - Mic...

Company Name: Applied Biometrics
Product Name: Pin Print Pilot
Web: www.appliedbiometrics.net
Space: Wireless
Sub-Space: Security
Tertiary Space: Authentication
Ecosystem: VPN Client, Access Control, Network Security
Buyers Database: PDA
BD Contact: Kate Hammond
345 Milford Rd.
Arlington, VA 12345
khammond@abm.com
202.555.1254

Select this BDF as your passenger

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Figure 10

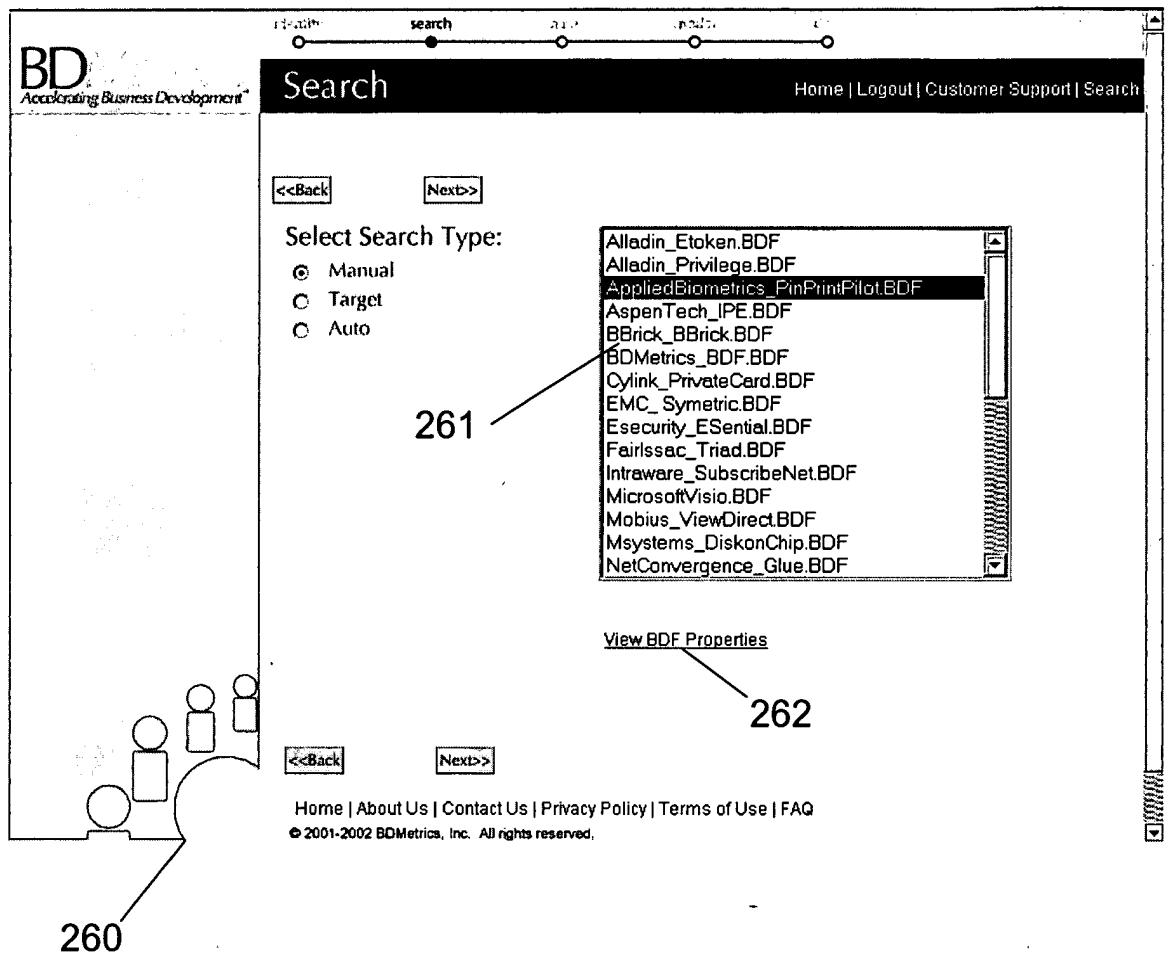


Figure 11

Connection Type by Title Inference Table																								
<div>Buyer/Seller Connections</div>							<div>Alliance Connections</div>																	
							Distribution - Agent or Reseller			Distribution - VAR or Integrator			Technology (IP) Transfer			Marketing Collaboration			New Product Development			New Service Development		
ID	PRIMARY JOB FUNCTION CATEGORIES			Products			Professional Services			Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek	
<div>Engineering/Technical Management</div>																								
01	Design & Development Engineering Mgmt.				X				X					X	X					X	X		X	
02	Research & Development Engineering Management				X				X					X	X					X	X		X	
03	Technical Management (CTO, System Architect, Eng. Team Member)			X	X		X							X	X					X	X		X	
04	Process Engineering Management				X		X							X	X									
05	Firmware/Software Engineering Management				X		X							X	X					X	X			
06	Other Engineering Mgmt.				X		X							X	X									
<div>Engineering/Technical - Non-Management</div>																								
07	Design & Development Engineering				X				X															
08	Research & Development Engineering				X				X															
09	Test Engineering				X				X															
10	Systems Engineer				X				X															
11	Hardware Engineer				X				X															
12	Firmware/Software Engineer				X				X															
13	Process Engineer				X				X															
14	Engineering Services				X				X															
<div>Business Management</div>																								
15	Executive/Corporate General Management			X	X		X		X					X	X			X	X		X		X	
16	Purchasing/Procurement/Materials Management				X				X					X	X			X	X		X		X	
17	Operations Management				X				X					X	X			X	X		X		X	
18	Product Marketing Management			X	X		X		X					X	X			X	X		X		X	
19	Sales Marketing Management (mgmt only)			X			X		X					X	X			X	X					
20	Financial Mgmt.				X				X															
21	Manufacturing/Production Management				X				X						X									
22	Logistics/Supply Chain Management			X	X		X		X					X	X			X	X					
<div>Other</div>																								
23	Buyer/Agent/Planner/Analyst				X				X															
24	Financial Analyst																							
25	Investment Bankers																							
26	Sales & Marketing (non-mgmt)			X			X		X					X				X						
27	Product Marketing			X			X		X					X				X				X		
28	Engineering Student																							
29	Technical Consultant														X									
30	Academic/Professor																							
31	Other Consultant				X									X				X						
32	Consultant			X	X		X		X					X				X						

Figure 11a (cont'd)

[illegible]

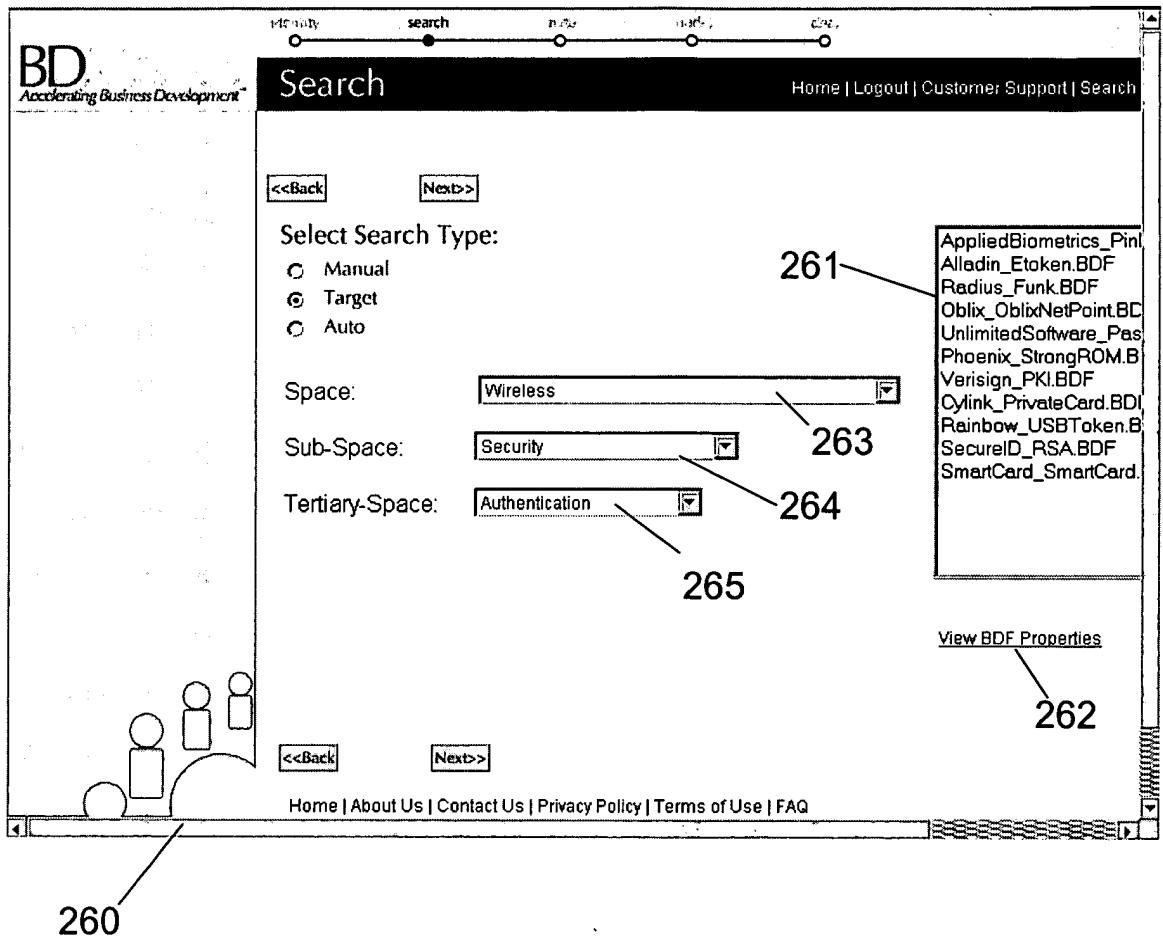


Figure 12

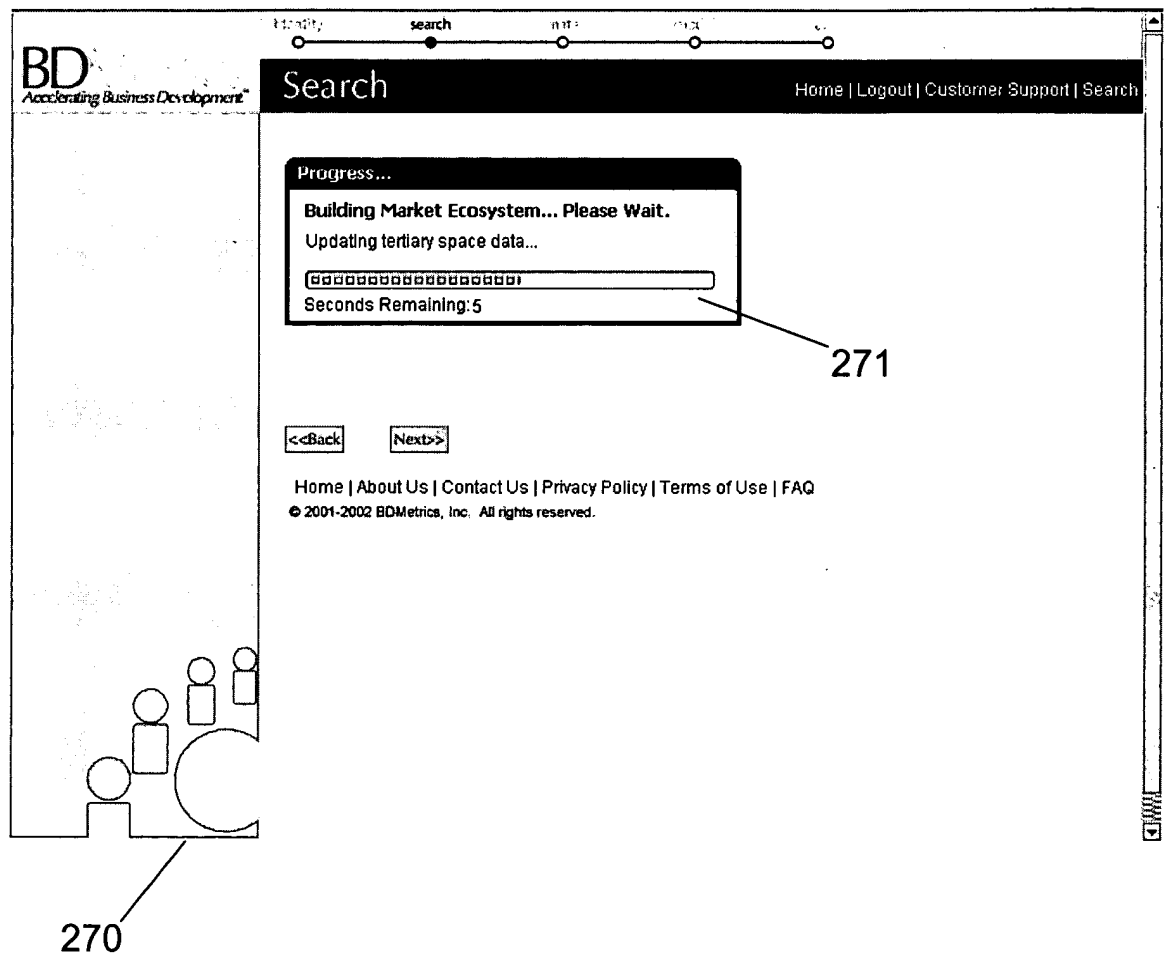


Figure 13

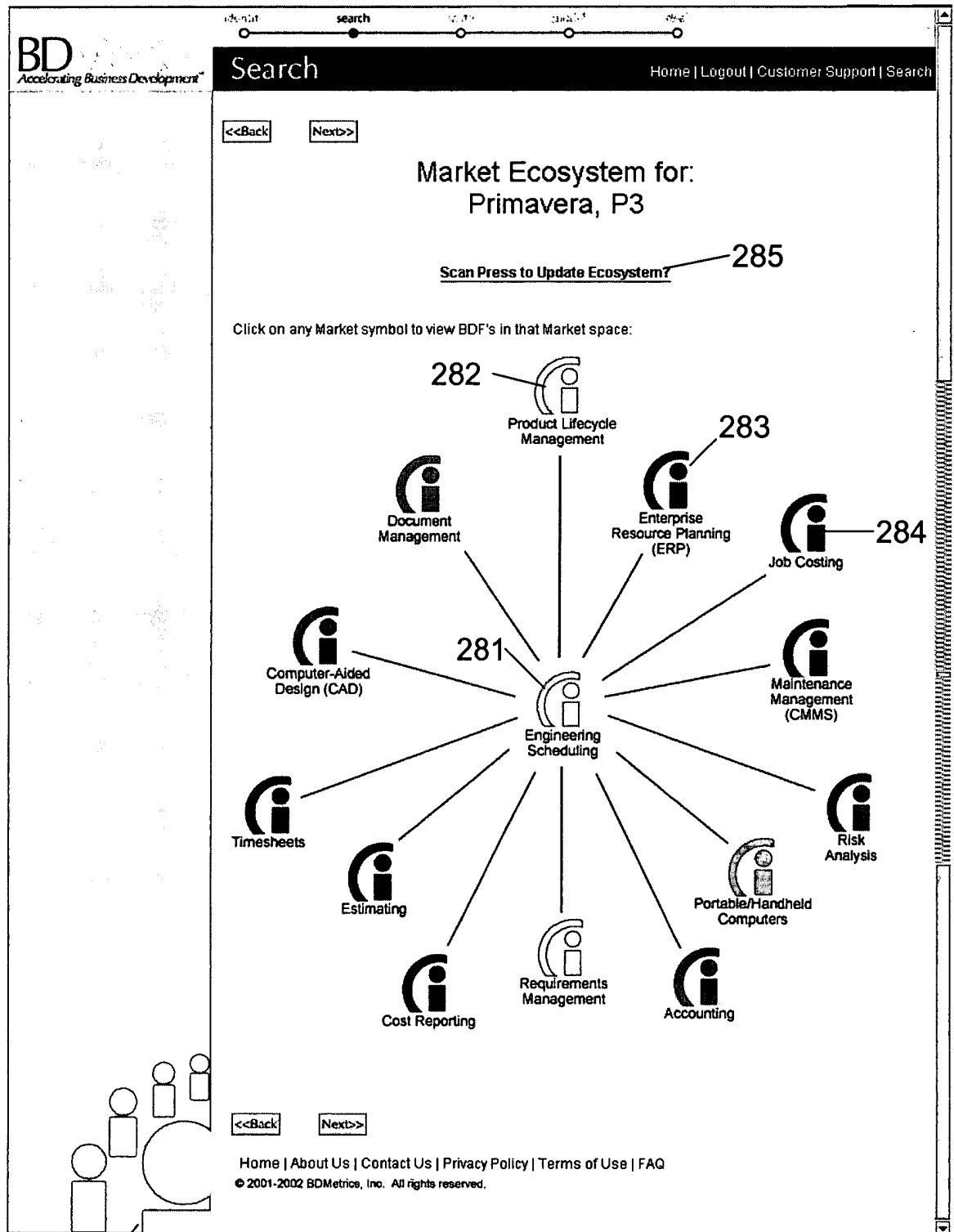


Figure 14

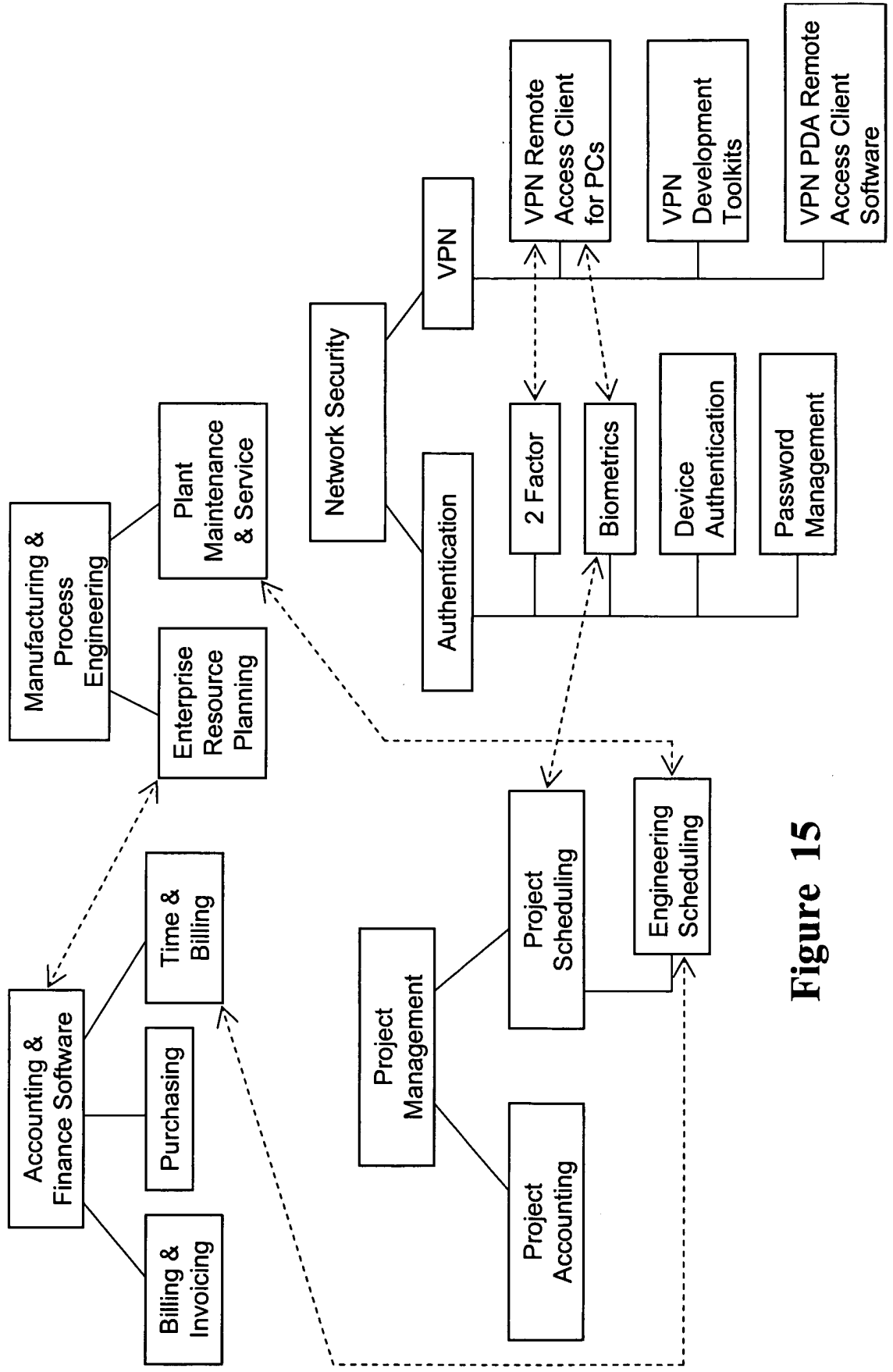


Figure 15


Ankari_Ankari.bdf


ISL_US.bdf


AppliedBiometrics_
PinPrintPilot.bdf

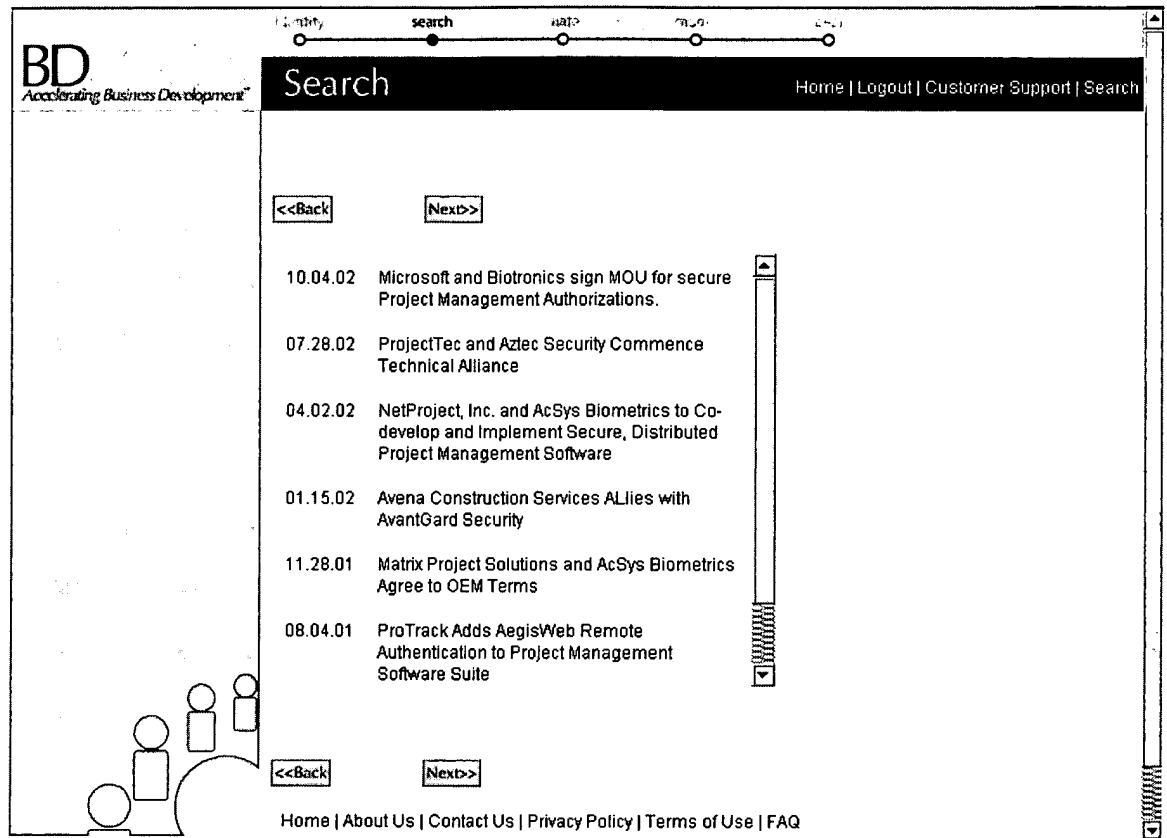

Janet_JNUG.bdf


CyberSafe_
CyberSafe.bdf


Network_Defense_
ND.bdf

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Figure 16



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Figure 17

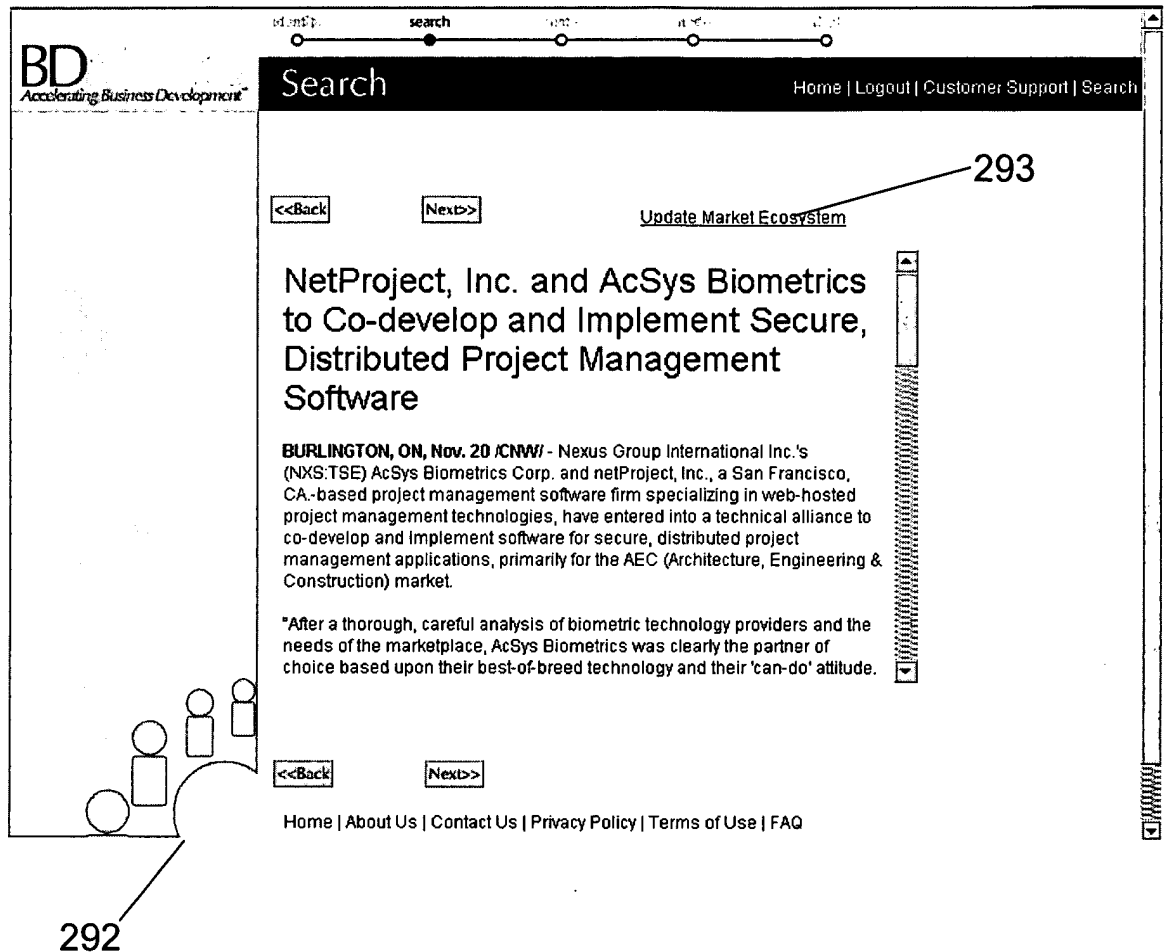


Figure 18

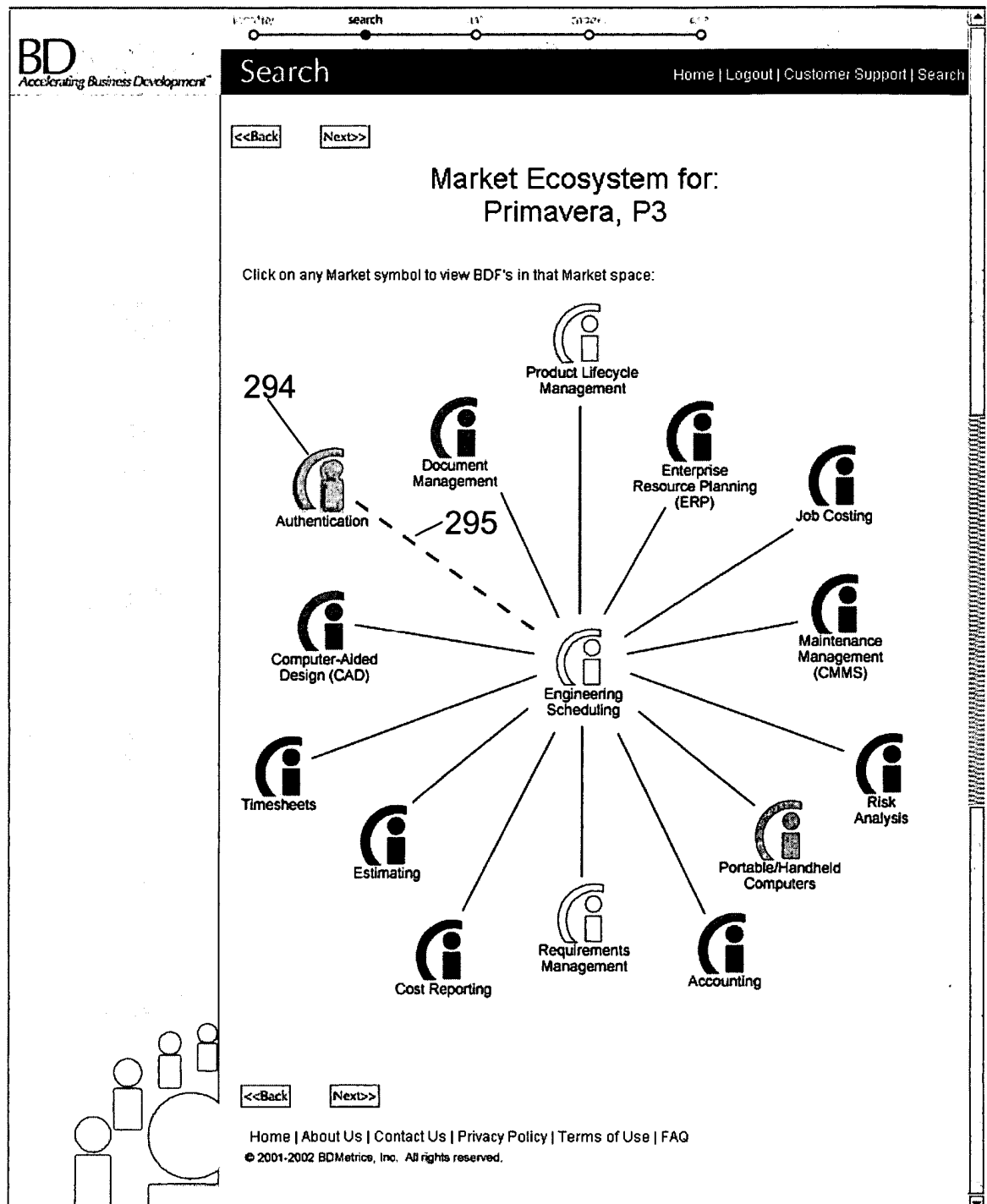


Figure 19

Identify
Submit
mate
Analyze
Close

Deal Definition

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Mating Questions

- 1. Deal Definition
- 2. Product Description
- 3. Market Definition
- 4. Sales Information

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All questions with a red asterisk * are required.

- Identify the Deal Driver BDF: *
- Identify the Passenger BDF: *
- Select a deal type: *
- Provide a brief description of the deal: *
- Enter the date you expect the deal to be signed: *
- What will the term of the deal? *
- Does the deal require exclusivity? *

PrimaveraP3-098

Pin Pilot-123

New Product
☒

Primavera will integrate a wireless Biometric Authentication device into Primavera's P3 project management system.

Dec
1
2002

3
Years

No
☒

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Figure 20

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Deal Definition

All questions with a red asterisk are required.

1. Enter the % of responsibility the deal driver and passenger will take for each of the following:

	Driver	Passenger	Totals
Sales	<input type="text" value="100"/> %	<input type="text" value="0"/> %	100%
Marketing	<input type="text" value="75"/> %	<input type="text" value="25"/> %	100%
Development	<input type="text" value="50"/> %	<input type="text" value="50"/> %	100%
Product Fulfillment	<input type="text" value="25"/> %	<input type="text" value="75"/> %	100%
Custom Support	<input type="text" value="25"/> %	<input type="text" value="75"/> %	100%

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Figure 21

BD

Accelerating Business Development

identify

search

match

finalize

close

Product Description

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Mating Questions

✓ 1. Deal Definition

● 2. Product Description

3. Market Definition

4. Sales Information

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All questions with an asterisk are required.

1. What will be the name of your product? *

Primavera P3 Biometric

2. What will be the product type? *

Hardware

2a. Which sub-product type best describes Primavera P3 Biometric?

PDA

3. What is the expected release date of Primavera P3 Biometric? *

Dec

1

2002

4. Will Primavera P3 Biometric be private branded? *

Yes

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Figure 22

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Monthly

Weekly

Monthly

Quarterly

Yearly

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1. Deal Definition

2. Product Description

3. Market Definition

4. Sales Information

1. Will Primavera P3 Biometric be offered to existing customers? *

1a. Of the total units sold in year 1, what % do you expect existing customers to purchase? *

2. What do you expect the average sales cycle (in months) to be to sell Primavera P3 Biometric? *

3. Is your company on the GSA schedule? *

Yes

15 %

1 Months

Yes

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Figure 24

BD
Accelerating Business Development

1. Deal Definition

2. Product Description

3. Market Definition

4. Sales Information

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All questions with an asterisk are required.

Charge Method

1. Enter the % of sales you expect from each charge method: *

Purchase

Lease

100

0

%

%

Units Sold

2. What is the total number of units of Primavera P3 Biometric you expect to sell in all markets in the next year? *

5000

Pricing - Purchase

3. What will be the average lump sum price in year 1 for Primavera P3 Biometric? *

\$5000

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Figure 25

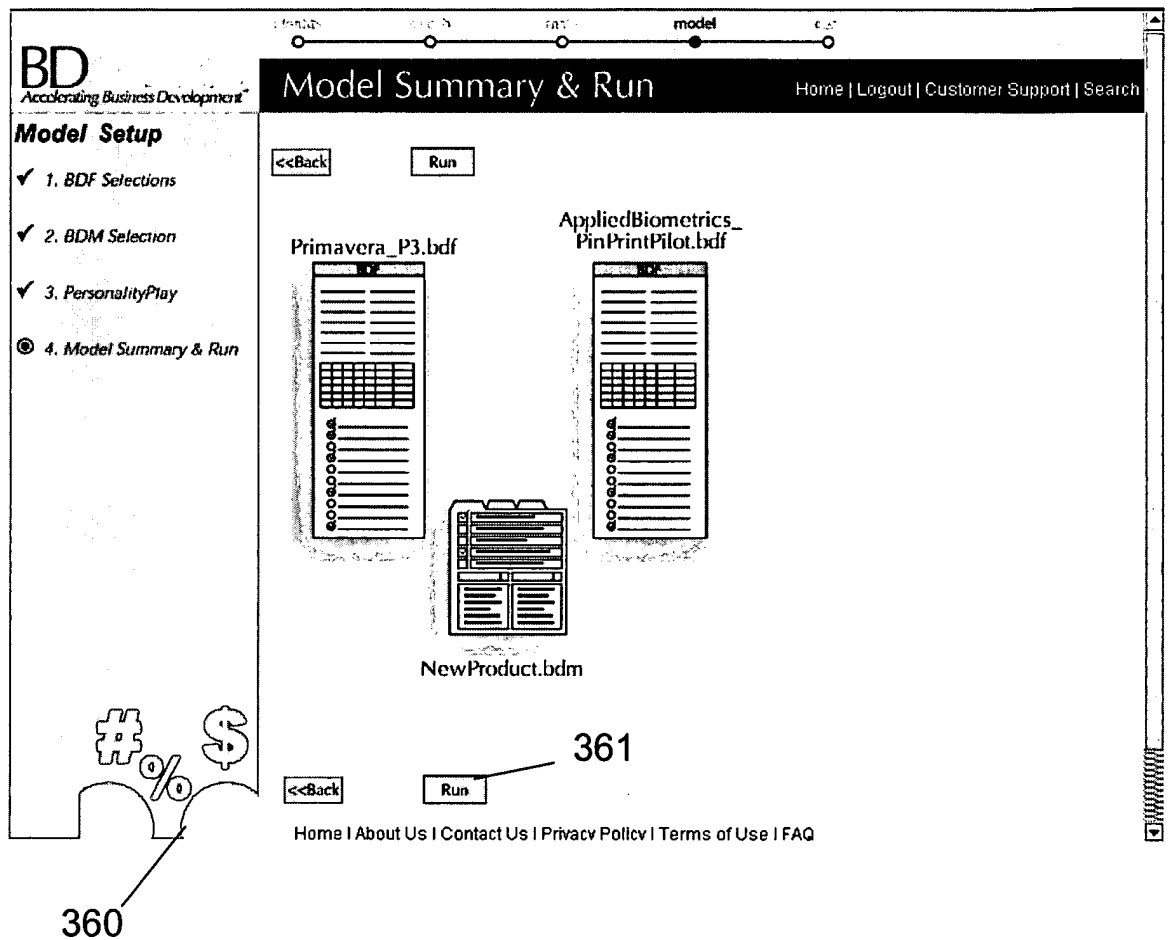


Figure 26

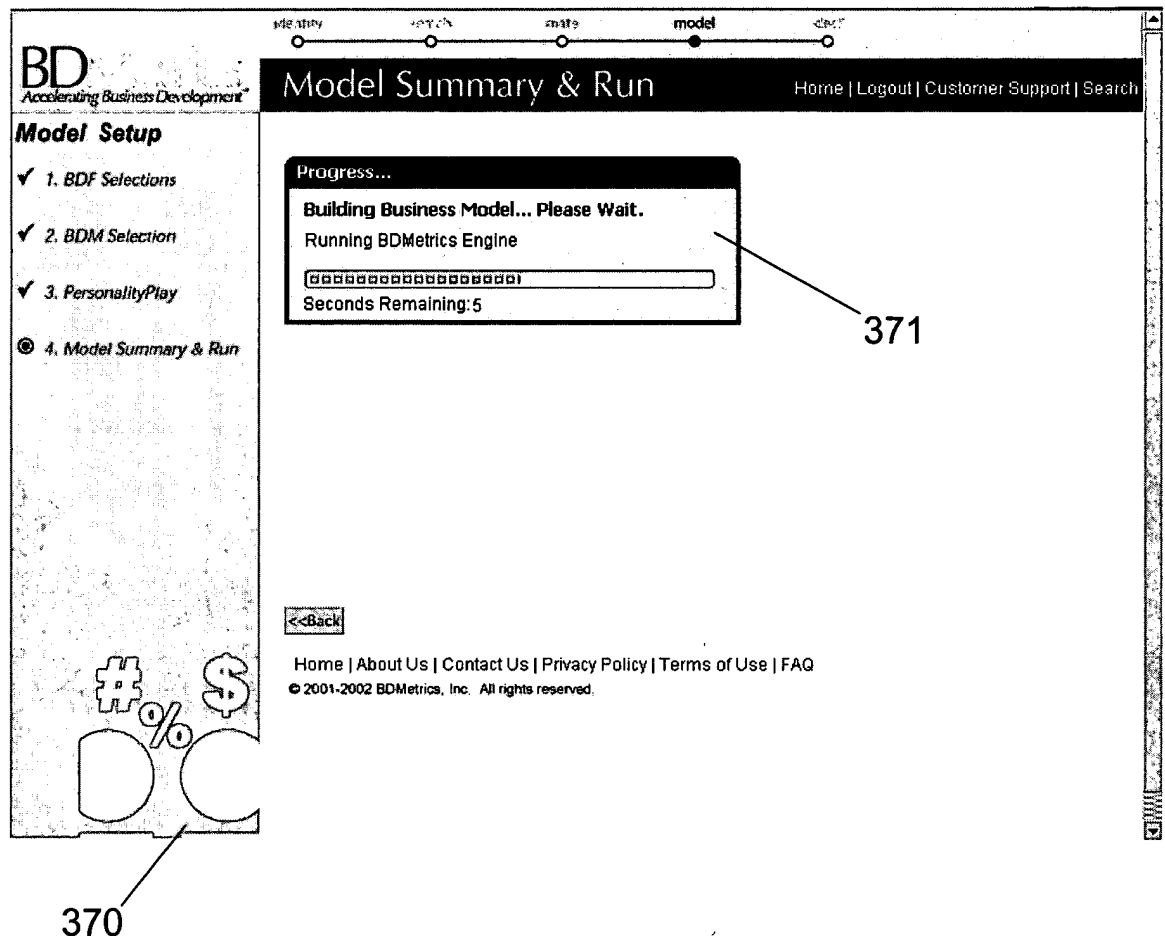


Figure 27

Deal

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Report Center

Executive Summary

DEAL RESPONSIBILITIES	Primavera	Applied Biometrics
Sales	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Engineering	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customer Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Product Fulfillment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

CONTRACT SUMMARY

Deal Type	New Product
Deal Description	Primavera will integrate a wireless Biometric Authentication device into the P3 project management system.
Deal Term	10 years
Exclusivity Type	None

PRODUCT SUMMARY

Name	"Primavera P3 Biometric"
Type	Software
Product Release Date	Feb 2, 2003
Charge Method	Lease
Avg Initial Offering Price	\$12,500

MARKET ANALYSIS

Target Spaces	Project Management
Target Sub-Spaces	Project Scheduling
Target Tertiary Spaces	Engineering Scheduling
Market Opp. per Space	10,000
Total Market Cap.	10,000
No. Competitors per Space	4
Total No. Competitors	4
Est. Deal Market Share	37%

FINANCIALS

6 month ROI	237%
Bookings	\$1,254
Revenue	\$6,640
Gross margin %	19%
Sales Exp/Revenue	33%
Marketing Exp/Revenue	07%
Engineering Exp/Revenue	41%
Net Income	\$934

PERSONALITY INPUT (Last Update)

<input type="radio"/> Legal Input	
<input checked="" type="radio"/> Marketing Input	(10.1.02)
<input checked="" type="radio"/> Sales Input	(9.28.02)
<input type="radio"/> Engineering Input	
<input type="radio"/> Finance Input	
<input checked="" type="radio"/> BD Input	(10.2.02)

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Figure 28

Business Report Summary

New Product Alliance

Primavera, Inc.
Primavera P3

Applied Biometrics
Pin Print Pilot

391	Table of Contents	
	Executive	1
	Summary	2
392	Trend	3
	Sales	3
	Summary	4
	Channels	5
	Territory	6
	Unit Sales	7
	Staffing	8
	Pricing	9
	Bookings	10
393	Revenues	11
	Income	12
	Marketing	13
	Summary	14
	Roll-Out	15
	Campaign	16
	Potential	17
	Staffing	18
394	Pricing	19
	Expense	19
	Engineering	20
	Summary	21
	Schedule	22
	Resources	23
395	Expense	24
	Finance	25
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396	Income	27
	Legal	28
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Figure 29